



[wherein x = about 250 - 32,000 and y = about 800 - 100,000 in a representative, non-limiting, and preferred embodiment].

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This composition is commercially available from numerous sources including but not limited to Air Products and Chemicals, Inc. of Allentown, PA (USA) under the product designation/trademark "Airflex® 315". In an exemplary and non-limiting embodiment, the ink-receiving layer 30 will constitute about 1 - 15% by weight second binder composition (e.g. a poly(vinyl acetate-ethylene) copolymer) [optimum = about 5 - 10% by weight] although these values are subject to change as needed and desired pursuant to preliminary pilot testing. The particular benefits provided by the use of a poly(vinyl acetate-ethylene) copolymer in the ink-receiving layer 30 as the second binder composition include but are not limited to the ability to provide improved levels of binding strength, water durability, and coalescence reduction/control.

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3. "Third Binder Composition" (or just "Third Binder"): In a preferred embodiment, the third binder composition will involve a poly(vinyl pyrrolidone-vinyl acetate) copolymer (also known in an equivalent fashion as a polyvinyl pyrrolidone-polyvinyl acetate copolymer), with the term "copolymer" again being defined above. The basic structural formula for this ~~poly(vinyl acetate-ethylene)~~ copolymer is as follows:

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[wherein x = about 500 - 15,000 and y = about 200 - 10,000 in a representative, non-limiting, and preferred embodiment].

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